

# EXHIBIT G

IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF ILLINOIS  
EASTERN DIVISION

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JAMES JIRAK AND ROBERT PEDERSEN,  
PLAINTIFFS,

V.

ABBOTT LABORATORIES, INC.  
DEFENDANT.

INDEX NO. 07 C 3626

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AUGUST 21, 2009

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VIDEO-TAPED DEPOSITION of RENA RICCARDI HURLEY,  
taken pursuant to Notice of Examination at the Crowne  
Plaza Hotel, 44 Lodge Street, Albany, New York,  
beginning at 8:28 a.m., on the above date, before  
Christine Greenaway, Registered Professional Reporter  
and Notary Public for the State of New York.

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1 (RENA RICCARDI HURLEY)

2 Q. Okay. So those reps would speak with the  
3 pharmacies and try to get the drug stocked, is that

4 --

5 A. Yeah, there was buyers. Like there was  
6 different -- like Abbott, you know, would -- didn't  
7 necessarily sell, you know, provide their products  
8 directly to, you know, the pharmacies. They went to  
9 I think Cardinal was one of the big, I guess  
10 wholesale groups or something, and then Cardinal  
11 would be the one that would contract with the various  
12 pharmacies.

13 Q. Okay.

14 A. So there was a buying group in the middle,  
15 and there was somebody responsible for that.

16 Q. Okay.

17 A. I mean even when I worked on getting  
18 products on formulary, I never -- it wasn't, umm, you  
19 know, there was always a middle person. I never  
20 could negotiate price, I couldn't -- you know, there  
21 were so many things that were not part of what I did.

22 I just would promote the attributes of the  
23 product and try to get people in the hospital to say  
24 yes, that they wanted that product there. But there

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(RENA RICCARDI HURLEY)

2

was a limit as to what you could do.

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Q. Okay. When you did achieve formulary status, did you receive credit for that accomplishment?

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A. I'm sure everybody was, you know, happy, you know.

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Q. Okay. What is the furthest town you've had to travel to visit a doctor when you were in the cardio med rep position?

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A. Cardiology endocrinology. The furthest I had to travel, oh, gosh, I'll say at least an hour. I was living in -- yeah, and in New Jersey the traffic is, you know, crazy too, so that could add a lot of...

16

17

Q. Yeah, I understand, the traffic is pretty bad, too.

18

19

Did you ever have to drive longer than an hour? Do you remember having to do that?

20

21

A. With traffic and things, yeah, it certainly was possible.

22

23

Q. Did you visit doctors primarily in urban areas or was it more rural?

24

A. There was many positions. I would say for

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1  
2 to send it off to Scott?

3 A. Uh-huh or whoever the manager was, right.

4 Q. And Scott was your district manager at the  
5 time?

6 A. My last manager, yeah.

7 Q. What was his last name?

8 A. Gordon.

9 Q. And what would he want you to use the  
10 information for?

11 A. He just wanted it, I guess if anybody asked  
12 him what was going on, I mean he was supposed to be  
13 -- you know, he was in charge of making any decisions  
14 that weren't, you know, if it wasn't strictly laid  
15 out and there was any gray area, I mean he was the  
16 person to take anything gray to.

17 So, you know, he would send that  
18 information up through to his boss, I guess. I guess  
19 the marketing teams or whatever.

20 Q. Okay. What's an example of like a gray  
21 area that you would have to approach your manager  
22 for?

23 A. I don't know. Gray area to approach them  
24 for. I suppose if, you know, got a call -- sometimes

1 (RENA RICCARDI HURLEY)

2 you would get a call from, you know, a new office or  
3 doctor that wasn't part of your call plan. I mean  
4 you could be penalized for calling on that doctor.  
5 That's a gray area. Do I visit this person or not  
6 because it wasn't part of your call plan.

7 It wasn't delineated by, you know, the  
8 powers that be and so if, you know, because they  
9 would look at what percentage of calls, you know, was  
10 to whatever targets and all those things were  
11 analyzed and you were penalized if you didn't.

12 So that was an area that you definitely  
13 want verifications to make sure that you weren't  
14 going to be penalized for responding to a request for  
15 samples from somebody that wasn't on your call plan.

16 Q. Okay. So if there was a new doctor in the  
17 area that wasn't on your call plan, could you get  
18 them on your call plan?

19 A. Umm, you could request to. You could, you  
20 know, you could certainly add them to a system and  
21 try to get data on them, if there was data being  
22 sold, but all that would -- you would have to discuss  
23 that with your manager whether that was something you  
24 were allowed to do or not.

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(RENA RICCARDI HURLEY)

Q. So you would just go in and discuss it with your manager and then he would --

A. Decide.

Q. Decide whether or not you could call on that person?

A. Right.

Q. Okay. So in terms of the morning, you stated that you pretty much prepared for the day the night before, so in the morning would you just make sure that everything was in order and then start your calls?

A. Yeah, yeah, pretty much. You know, whatever things that I had packed up the night before and make sure my trunk was in good order and ready to go.

You know, I would have things, you know, somewhat laid out, but whatever final stages of making sure my car was prepared and my detailed bag was there and I had my computer because the night before, you know, I was -- there's nothing worse than driving halfway to where you need to be and realize you didn't have your PDA with you. I mean that's not something you want to do. So you make sure you have

1 (RENA RICCARDI HURLEY)

2 A. The pre-call plan was really just  
3 reiterating whatever that call plan document said,  
4 because you had a call plan and that was really a  
5 pre-call plan.

6 But, you know, I guess in a very formal  
7 kind of way they wanted you to write that down into  
8 your system to say that you were going to call, you  
9 know, because -- you know, on whatever day.

10 It was just showing, it was, I guess, a --  
11 I don't want to say a micromanagment technique, but I  
12 guess it was. It was a way of kind of micromanaging  
13 the reps to make sure that they were really doing  
14 what that call plan said and that they would write  
15 down this activity here happened here on this day,  
16 you know, with this doctor.

17 And then because it was all in the PDA, it  
18 actually had time stamps and everything so that they  
19 could I guess analysis that for whatever, you know,  
20 effectiveness. I'm 99.9 percent sure they aborted  
21 the system, but...

22 Q. You mentioned a core message. What do you  
23 mean by core message?

24 A. It is what you are supposed to say no



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1  
2 matter how many minutes you have or how many seconds  
3 you have.

4 Q. So do you have to adjust that core message  
5 depending on the time that you have?

6 A. You know, if you're -- you know, depending  
7 -- if -- it's a core message. It's the minimum  
8 amount of information that you should be expressing.

9 Q. Do you remember what the core message was  
10 for Omnicef, for example, when you were a cardio med  
11 rep?

12 A. Oh, gosh. You know, like for pediatrics  
13 I'm sure the core message had to do with, you know,  
14 the coverage of pathogens for treating, you know,  
15 aultites or different respiratory infections.

16 Q. So you would have to convey that kind of  
17 information to the doctor when you visited them?

18 A. Yes.

19 Q. Okay, and where did you get this core  
20 message?

21 A. From the Abbott marketing team and from the  
22 sales aids and from the sales training.

23 Q. And how often would you get a new core  
24 message for a particular drug?

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(RENA RICCARDI HURLEY)

trimester or, you know -- and they had switched that to how often they had it done, but it was such a big process, they wound up -- I think the last time we did the process it was for every six months, but initially they had it every trimester.

So three times a year you were messing with this call plan and being told what you needed to do, and then that would determine -- but your routing would also determine how often you could get there.

So it wasn't really like I'll call on him twice in a month, it was, you know, usually the maximum frequency was five that was required of you.

Q. Five per month or five --

A. Five per, you know, I guess, semester. Five, maybe six times per semester was considered a pretty high frequency, and that was because there were other reps doing the same thing, so they were getting it more than that.

And now I'm not sure -- I know it was probably a double question, so I'm forgetting what I'm supposed to answer.

Q. My question is if you're visiting these doctors five to six times per semester, and you have

(RENA RICCARDI HURLEY)

1  
2 to deliver this core message each time that you visit  
3 them, do you say the exact same thing to them five to  
4 six times per semester?

5 A. Yeah, a lot of times you do. A lot of  
6 times you do.

7 I mean if you only got so far getting  
8 through the, you know, whole message or you could,  
9 you know, give it -- you would say the last time I  
10 was here, we talked about blah, you know, and you  
11 would review what you talked about and, you know, you  
12 said that you -- whatever, like this or did that and  
13 then, you know, you would take it from there.

14 And, you know, depending on what your call  
15 plan said -- because you may have to do five times  
16 primary for say Omnicef, but you may only have three  
17 co-primary calls for oral suspension, so then you may  
18 have to quickly go into your co-primary in order to  
19 make sure you get in one of the three that you need  
20 for that time period.

21 Q. Okay. So in terms of the actual  
22 conversation that you had with the doctors during  
23 each of these calls, would they be different  
24 depending on the time that you had with them?

(RENA RICCARDI HURLEY)

1  
2 A. I suppose it could be a little bit  
3 different, but you're still trying to get in your  
4 core message, you're still trying to make whatever  
5 the key marketing points are. You know, repetition  
6 is, you know, sometimes helps it all, you know, stay  
7 there. So there was, you know, certainly a fair  
8 amount of repetition.

9 Q. Okay.

10 A. Umm, yeah.

11 Q. Would you use different or would you  
12 provide different promotional materials to doctors  
13 during various calls?

14 A. Only what was approved. Only what was  
15 approved.

16 Q. But would you be able to choose the types  
17 of -- or within your group of promotional materials  
18 that was approved, were you able to make the decision  
19 in terms of what promotional material to give to your  
20 doctor?

21 A. If it supported something that you were  
22 talking about, sure. But it had to be approved.

23 Q. Right. And ultimately what was the end  
24 result that you hoped to achieve after you visited

1 (RENA RICCARDI HURLEY)

2 Q. Okay.

3 A. It could be.

4 Q. So you could ask a doctor for a commitment  
5 or a refusal and an explanation for refusal at any  
6 point during a sales call?

7 A. Yeah, you could.

8 Q. Okay. If you look under Roman Numeral I.E,  
9 it says, "Be completely familiar with the package  
10 inserts of our products and those parts of our  
11 competitors' package inserts that are relevant to our  
12 selling efforts."

13 Did you receive your -- the competitors'  
14 package inserts?

15 A. They were in the offices, so, you know,  
16 because they were, I guess considered medical stuff  
17 that was readily available, yes, you're encouraged to  
18 use them.

19 And you probably did get them in direct  
20 sales training too, now that I think about it, as  
21 part of a way of preparing you to understand the  
22 differences between, you know, the different people  
23 in the market.

24 Q. Okay. It also, if you look at Roman

1 (RENA RICCARDI HURLEY)

2 Numeral I.G, it asks you to establish a relationship  
3 with the pharmacists in your area of your territory,  
4 and then it states that it will enable you to educate  
5 the pharmacist, obtain provider prescribing habits,  
6 and maintain current prices for our products and our  
7 competitors.

8 Would you gather information from  
9 pharmacies and then report them to Abbott?

10 A. No. No. You would, you know -- I mean  
11 sometimes you would be very disappointed to find out  
12 that physicians who, you know, the pharmacists may be  
13 filling prescriptions, but they may not be being  
14 reported, so it's not really affecting your market  
15 share even though it's something that's taking place.

16 Or, you know, you would certainly want them  
17 to know about your products. You could try to find  
18 out if, you know, it might be a way to find out that  
19 you have somebody who's championing your product and  
20 you may not know about it. That's not a bad thing to  
21 find out.

22 At one point, you know, getting price  
23 information was considered a smart thing to do, but  
24 that was a long time ago, and now you weren't allowed

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to, you know, you were not allowed to go around with  
a homemade detail piece with pricing information.  
You can lose your job for doing it.

So even though that's stated there, it was  
something that became a definite and clear no-no, and  
you weren't allowed. If you were caught with a home-  
made detail piece, even though it was information  
from a pharmacy, it was grounds for termination.

Q. Do you remember when Abbott changed the  
policy with respect to that?

A. It, it, it was a policy. It was just not  
a firmly implemented policy. And then, you know, I  
don't know what, you know, knocked the other foot,  
but something happened and eventually it became like,  
what are you doing? I don't know if a regional  
manager -- I'm not sure. Something happened and that  
was a definite no-no.

Q. Okay. For Part II of this document, it  
says, it says, "Adopt, embrace and implement Five Key  
Coordination Strategies," and part (d) is "Physician  
Ownership (10 per team member)."

What does that mean?

A. This is what I was saying when you said